

South Carolina Statewide Lodging Outlook Report
January 2017

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: January 2017	January 2017	% Chg	January 2017	% Chg	January 2017	% Chg	% Chg	% Chg	% Chg
United States	54.1%	0.5%	\$120.72	3.2%	\$65.33	3.8%	5.7%	1.9%	2.4%
South Atlantic**	58.6%	1.7%	\$123.03	3.7%	\$72.14	5.6%	7.2%	1.6%	3.3%
South Carolina	48.9%	1.9%	\$86.14	4.0%	\$42.16	6.0%	7.3%	1.2%	3.2%
Year-to-Date: January through January 2016	Jan-Jan 2017	% Chg	Jan-Jan 2017	% Chg	Jan-Jan 2017	% Chg	% Chg	% Chg	% Chg
United States	54.1%	0.5%	\$120.72	3.2%	\$65.33	3.8%	5.7%	1.9%	2.4%
South Atlantic**	58.6%	1.7%	\$123.03	3.7%	\$72.14	5.6%	7.2%	1.6%	3.3%
South Carolina	48.9%	1.9%	\$86.14	4.0%	\$42.16	6.0%	7.3%	1.2%	3.2%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		February 2017	March 2017	April 2017
STR, Inc. <i>From January 2017 Forecast Report</i>	Occupancy Forecast	58.7%	69.5%	70.2%
	% Chg vs same month in 2017	1.2%	1.5%	-0.1%
TravelClick <i>From Bookings as of 2/12/17</i>	Occupancy from Current Bookings	38.3%	15.8%	11.4%
	% Chg vs same month in 2017	-3.8%	4.2%	13.8%

Source: STR, Inc. and TravelClick